MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2018/2019**

## LCA 2017 CHANNEL ARCHITECTURE IN STRATEGIC COMMUNICATION

(All sections)

24 OCTOBER 2018
9.00 am – 11.00 am
(2 Hours)

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**INSTRUCTIONS TO STUDENTS**

1. This question paper consists of **ONE** printed page with **ONE** section.
2. Answer all questions.
3. Write your answers in the Answer Booklet provided.

## ANALYTICAL QUESTION [50 MARKS]

**Instructions:** Read the information below and propose a written integrated strategic communication programme.

### Background

Astro (Malaysia) Holdings Berhad is an integrated media conglomerate which utilizes multiple platforms across Malaysia's media industry. AMHB in embarking on a group-wide initiative to launch its new service, **Astro ONE** which is a One-stop App that encompasses all its services therefore providing its customers with greater accessibility and a new method of enhancing all of Astro's services. Astro has embarked on a monumental technical migration for all its systems to be accessible via one management platform that will help to align the groups services including television, radio, print, digital and online.

The Astro ONE app was developed by a local developer in line with strict key regulations for all media platforms. The company has allocated RM 3.5million for the entire duration of the campaign which targets a 30% adoption rate by its customers in its first year. Previously, when Astro launched Astro-On-The-Go which is its mobile-catchup service, managed to garner a 25% adoption rate in its first year. The service is targeted at tech-savvy customers that prefer convenience for all their Astro service whether its payment, enquiry, feedback, complaints, or even simply to check the programme schedule. The key objective is to create the interaction between the company and its customers easier.

As a strategic planner for the company, you are tasked with developing the overall direction of this campaign and its execution. Your task is to develop an integrated strategic communication programme for the launch of this new service. As Astro is a big group, this exercise must include all relevant stakeholders and departments such as marketing, corporate communications, regulartory affairs, senior leadership, procurement and more in order to meet its targeted launch date of 1st February 2019.

### Question

Based on all the information provided, propose a written integrated strategic communication programme that fulfills the objective of launching Astro's new service according the problem solving model criteria below:

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| i) | Identify the Problem | (5 marks) |
| ii) | Campaign Objective | (5 marks) |
| iii) | Target Audience | (5 marks) |
| iv) | Channels of Communication | (10 marks) |
| v) | Key Message | (5 marks) |
| vi) | Budget Allocation | (5 marks) |
| vii) | Execution Timeline | (10 marks) |
| viii) | Campaign Evaluation | (5 marks) |

**End of paper**